

## I CLAIM:

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1. A label manufacturing system comprising:  
 a web of a substrate that moves along a first direction; and  
 a dispensing system comprising:  
     a planar area that moves parallel to said first direction and below  
 said web; and  
     an applicator that places a label upon a portion of said web that  
 lies above said planar area.

10 2. The label manufacturing system of claim 1, further comprising a  
 pressing apparatus that presses said label onto said portion of said web so as  
 to attach said label to said portion of said web.

15 3. The label manufacturing system of claim 1, wherein said  
 dispensing system comprises a moving conveyor belt that defines said planar  
 area.

20 4. The label manufacturing system of claim 2, wherein said  
 dispensing system comprises a moving conveyor belt that defines said planar  
 area.

25 5. The label manufacturing system of claim 2, wherein said web  
 and said planar area move at the substantially the same speed while said  
 label is being pressed by said pressing apparatus onto said portion of said  
 web.

30 6. The label manufacturing system of claim 3, wherein said web  
 and said conveyor belt move at substantially the same speed while said label  
 is being pressed by said pressing apparatus onto said portion of said web

7. The label manufacturing system of claim 2, wherein said pressing apparatus comprises a roller that presses said label unto said portion of said web.

5 8. The label manufacturing system of claim 7, wherein said pressing apparatus comprises a second roller that lies opposed to said first roller, and said web and said planar portion lie between said first and second rollers.

10 9. The label manufacturing system of claim 1, wherein said label comprises a security element.

10. The label manufacturing system of claim 9, wherein said security element comprises a magnetically soft material.

11. The label manufacturing system of claim 9, wherein said security element comprises a magnetic material.

12. The label manufacturing system of claim 9, wherein said security element comprises an electromagnetically operating oscillating circuit.

13. The label manufacturing system of claim 9, wherein said label comprises:

25 an adhesive layer that comprises a first surface that adhesively engages said security element and a second surface that adhesively engages said portion of said web.

30 14. The label manufacturing system of claim 13, wherein said label is attached to a second web prior to being placed on said portion of said web.

15. The label manufacturing system of claim 14, wherein said dispensing system further comprises a peeler plate that separates said second web from said label.

5 16. The label manufacturing system of claim 1, wherein said label comprises indicia.

10 17. The label manufacturing system of claim 16, wherein said indicia comprises alphanumerics.

18. The label manufacturing system of claim 16, wherein said indicia comprises a bar code.

19. The label manufacturing system of claim 16, wherein said label comprises:

an adhesive layer that adhesively engages said portion of said web.

20. The label manufacturing system of claim 19, wherein said label is attached to a second web prior to being placed on said portion of said web.

21. The label manufacturing system of claim 20, wherein said dispensing system further comprises a peeler plate that separates said second web from said label.

22. The label manufacturing system of claim 1, wherein said dispensing system further comprises a second applicator that places a second label upon said label placed on said portion of said web that lies above said planar area.

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23. The label manufacturing system of claim 22, wherein said dispensing system further comprises a pressing apparatus that presses said second label onto said label located on said portion of said web so as to attach said second label to said label.

24. The label manufacturing system of claim 22, wherein said dispensing system comprises a moving conveyor belt that defines said planar area.

25. The label manufacturing system of claim 23, wherein said web and said planar area move at substantially the same speed while said second label is being pressed by said pressing apparatus onto said label located on said portion of said web.

26. The label manufacturing system of claim 22, wherein said label comprises a security element.

27. The label manufacturing system of claim 26, wherein said security element comprises a magnetically soft material.

28. The label manufacturing system of claim 26, wherein said security element comprises a magnetic material.

29. The label manufacturing system of claim 26, wherein said security element comprises an electromagnetically operating oscillating circuit.

30. The label manufacturing system of claim 26, wherein said second label comprises indicia.

31. The label manufacturing system of claim 30, wherein said indicia comprises alphanumerics.

32. The label manufacturing system of claim 30, wherein said indicia comprises a bar code.

33. The label manufacturing system of claim 1, wherein said applicator places a second label upon a second portion of said web simultaneously with the placement of said label upon said portion of said web that lies above said planar area.

34. A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web;  
and  
placing a label upon a portion of said web that lies above said planar area.

35. The process of claim 34, further comprising pressing said label onto said portion of said web so as to attach said label to said portion of said web.

36. The process of claim 35, comprising controlling the linear speed of said web along said first direction relative to the linear speed of said planar portion parallel to said first direction so as to diminish the risk that said web becomes skewed during said pressing.

37. The process of claim 35, wherein said web and said planar area move at the substantially the same speed during said pressing.

38. The process of claim 36, wherein said web and said planar area move at the substantially the same speed during said pressing.

5 39. The process of claim 34, wherein said label comprises a security element.

40. The process of claim 34, further comprising attaching said label to a second web prior to said placing.

10 41. The process of claim 40, further comprising separating said second web from said label.

42. The process of claim 34, wherein said label comprises indicia.

15 43. The process of claim 42, further comprising attaching said label to a second web prior to said placing.

20 44. The process of claim 43, further comprising separating said second web from said label.

25 45. The process of claim 34, further comprising placing a second label upon said label placed on said portion of said web that lies above said planar area.

46. The process of claim 45, further comprising pressing said second label onto said label located on said portion of said web so as to attach said second label to said label.

30 47. The process of claim 46, comprising controlling the linear speed of said web along said first direction relative to the linear speed of said planar

portion parallel to said first direction so as to diminish the risk that said web becomes skewed during said pressing.

48. The process of claim 46, wherein said web and said planar area move at the substantially the same speed during said pressing.

49. The process of claim 47, wherein said web and said planar area move at the substantially the same speed during said pressing.

50. The process of claim 45, wherein said label comprises a security element.

51. The process of claim 50, wherein said second label comprises indicia.

52. The process of claim 34, further comprising placing a second label upon a second portion of said web simultaneously with said placing of said label upon said portion of said web that lies above said planar area.

53. A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
placing a label upon a portion of said web;  
pressing said label onto said portion of said web so as to attach said label to said portion of said web; and  
diminishing skewing of said portion of said web during said pressing.

54. The process of claim 53, wherein said diminishing comprises controlling the linear speed of said web along said first direction.

55. The process of claim 54, wherein said diminishing further comprises moving a planar portion parallel to said first direction.

56. The process of claim 55, wherein said controlling of said linear speed of said web is relative to the linear speed of said planar portion parallel to said first direction.

57. The process of claim 56, wherein said web and said planar area move at the substantially the same speed during said pressing.

58. The process of claim 53, wherein said label comprises a security element.

59. The process of claim 53, wherein said label comprises indicia.

60. The process of claim 53, further comprising placing a second label upon said label.

61. The process of claim 60, further comprising pressing said second label onto said label located on said portion of said web so as to attach said second label to said label.

62. The process of claim 60, wherein said label comprises a security element.

63. The process of claim 62, wherein said second label comprises indicia.

64. The process of claim 53, further comprising placing a second label upon a second portion of said web simultaneously with said placing of said label upon said portion of said web.

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